

Leona Huang

Senior Product Designer

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Professional Summary

Senior Product Designer with 8+ years of experience designing complex digital ecosystems across the healthcare, financial, and enterprise sectors. Skilled in translating high-complexity domain knowledge into intuitive, accessible, and user-centered experiences through robust user research, cross-functional discovery, and iterative design. Proven ability to architect scalable design systems while collaborating closely with product, engineering, and executive stakeholders.

Professional Experiences

Senior Product Designer - SickKids

Toronto, ON

Nov 2025 – May

2026

- **Design Strategy & Vision:** Architected an onboarding roadmap to accelerate initial user value and implemented intuitive, accessible instructions that facilitate seamless platform transitions to secure early-stage adoption.
- **Workflow Optimization:** Streamlined complex, data-heavy scientific processes into intuitive user journeys, resulting in 50% improvements in research efficiency for internal teams.
- **Data-driven Roadmap:** Partnered with product teams to prioritize feature development based on user engagement metrics, ensuring resource allocation aligns with platform adoption goals.
- **Led early-stage discovery:** Led early-stage discovery sessions with scientists, business stakeholders, and developers to define the problems and align on product development priorities.
- **Design Presentation:** Delivered high-level design solutions and interactive prototypes to executive stakeholders, translating technical complexity into clear and actionable product decisions to secure buy-in.
- **Design System Efficiency:** Developed a scalable library of UI components following WCAG standards to standardize complex design workflows and accelerate website development cycles.

Senior Product Designer - Canadian Tire

Toronto, ON

Mar 2025 - July 2025

- **AI Project Development:** Improved the functionality of ChatCTC (enterprise GenAI tool) by designing intuitive prompt patterns and user flows, enhancing tool adoption and utility across internal departments.
- **User-Centric Growth:** Expanded the mobile app's feature set from MVP to a scalable ecosystem, leveraging data synthesis and user testing to identify and resolve friction points in the retail experience.
- **Conversion Funnel Strategy:** Redesigned the "Buy Online, Pick Up In-Store" checkout flow on the website and app, resolving critical friction points in the conversion funnel to boost order completion rates.
- **Cross-functional Collaboration:** Partnered with Product Owners and technical teams to navigate technical constraints, delivering creative design solutions that balanced business goals with engineering feasibility.
- **Design system contribution:** Collaborated with UI designers to maintain and contribute new elements to growing design systems for both internal products and B2C digital products.
- **Led usability test:** Planned the usability test for the in-store app feature and delivered the prototypes to user research team for test.

Freelance Product designer

Toronto, ON

Jan 2020 - Present

- **Full-Cycle Product Ownership:** Collaborated directly with product team to identify design opportunities, scope and launch end-to-end solutions for various SaaS and consumer-facing products.
- **Design Systems & Branding:** Developed and deployed scalable design systems and high-fidelity prototypes, ensuring cross-platform consistency and accelerating time-to-market for early-stage ventures.
- **Client Life-cycle Management:** Facilitated discovery workshops and user-centred design sessions to help clients define product opportunities and translate business trade-offs into actionable roadmaps.

Senior Product Designer - World Vision

Toronto, ON

Jan 2023 - Jun 2023

- **Design System Scalability:** Developed a multidisciplinary illustration and UI system that enabled the platform to scale **from 200 to over 5,000+ active users**, ensuring visual consistency across all touchpoints.
- **End-to-End Execution:** Delivered high-fidelity prototypes and multidisciplinary designs, bridging the gap between complex brand storytelling and functional user interface design.

Senior Product Designer - TD Bank

Toronto, ON

Nov2021 - Jun 2022

- **Feature Innovation:** Owned the end-to-end mobile experience for native iOS & Android wealth management applications, driving the architecture of seamless transactional features and data-heavy interfaces.
- **Cross-Functional Collaboration:** Collaborated with a cross-functional digital experience (DCX) team to translate complex financial guidelines into intuitive, accessible customer journeys across 2 wealth management websites and 1 mobile app.
- **Cross-Platform Consistency:** Developed production-ready mock-ups and interactive prototypes, ensuring visual and functional parity across the mobile wealth management ecosystem and web platforms.
- **Strategic Alignment:** Collaborated with stakeholders and technical teams to align design solutions with complex banking regulations, technical infrastructure, and TD's global brand guidelines.

Visual Designer - Waterlily Retreats

Toronto, ON

Nov 2018 - Jun 2019

- **Brand Strategy & ROI:** Led the comprehensive brand development and marketing design strategy that directly contributed to **securing \$200,000 in seed investment**.
- **Marketing Impact:** Created high-impact visual assets and marketing materials that defined the company's market presence and drove early-stage user acquisition.

Skills and Tools

Design

Product Strategy, User-Centered Design, UX Research, Interaction Design, Mobile Design, Design Systems, Accessibility (WCAG), Customer Journey Mapping, Prototyping, Workshop Facilitation, Cross-functional Collaboration

Tools

Figma (Advanced Variables), Adobe Creative Suite, Axure, Jira, Confluence, Mural, Cursor, Codex, Claude, Gemini, Chatgpt

Technical

Native Mobile Design (iOS & Android), Agile Methodology, CSS, HTML, Accessibility (A11y).

Education

University of Toronto

Toronto, ON

Honours Bachelor of Arts, Fine Arts History Specialist

Sep, 2012 - June, 2016

Sheridan College

Toronto, ON

Post-graduate Certificate, Web Design

Sep 2016 - Apr 2017

BrainStation

Toronto, ON

Diploma, User Experience Design

Nov, 2020 - Feb, 2021